

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 094384

R 101437Z FEB 75

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 5195

INFO AMEMBASSY BRUSSELS

UNCLAS SECTION 1 OF 4 THE HAGUE 0651

PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: COUNTRY COMMERCIAL PROGRAM, NETHERLANDS,
FY 1977.

REF: STATE A-9016, DECEMBER 6, 1974.

THE HAGUE 0231, JANUARY 17, 1975.

1. FOLLOWING IS THE DRAFT FY 1977 CCP SUBMISSION FOR NETHERLANDS AS
REQUESTED STATE A-9016.

SECTION I

OVERVIEW

FIRST PARAGRAPH SAME AS 76 CCP. SECOND AND THIRD PARAGRAPHS REVISED
AS FOLLOWS -

BUOYED BY SUBSTANTIAL EXPORTS OF NATURAL GAS, DUTCH ECONOMY SHOULD
REMAIN ONE OF STRONGEST IN EUROPE, ENSURING GOOD
DEMAND FOR U.S. EXPORTS.

NETHERLANDS HAS FOR MANY YEARS BEEN LARGEST CONTRIBUTOR TO
U.S. BALANCE OF PAYMENTS ON TRADE ACCOUNT AND WE EXPECT THIS TO
CONTINUE. U.S. IS FORTUNATE IN THAT MUCH OF WHAT IT EXPORTS TO
HOLLAND IS PRECISELY IN PRODUCT LINES OF GROWING DEMAND, I.E., RAW
MATERIALS, SUCH AS AGRICULTURAL COMMODITIES AND CHEMICALS, AND
CAPITAL GOODS, SUCH AS TRANSPORTATION EQUIPMENT, MACHINERY AND
ELECTRONIC EQUIPMENT. WHILE THERE ARE TOO MANY VARIABLES NOW AT
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PLAY TO FORECAST THE ECONOMIC SITUATION HERE IN FY 77 WITH ANY

REAL PRECISION, WE LOOK FOR UPTURN IN ECONOMY IN EARLY 76 WHICH SHOULD ENSURE STRONG DEMAND FOR U.S. EXPORTS IN FY 77.

SECTION II
SUMMARY OF PROGRAM ACTIVITIES

1) PRODUCT CAMPAIGNS

1.1 BUSINESS EQUIPMENT/COMPUTERS

U.S. EXHIBIT AT EFFICIENCY FAIR, PROMOTION OF U.S. TRADE CENTER SHOWS IN NEARBY COUNTRIES, ONE CERP REPORT.

1.2. ENVIRONMENTAL CONTROL INSTRUMENTATION AND EQUIPMENT

ONE USDOC CATALOG SHOW OR AMERICAN BUSINESS DEVELOPMENT DAY, TWO GROUP FLIGHTS TO U.S. POLLUTION EQUIPMENT SHOWS IN EUROPE AND/OR U.S.

1.3 FOOD PROCESSING AND PACKAGING EQUIPMENT

ONE USDOC CATALOG SHOW OR AMERICAN BUSINESS DEVELOPMENT DAY, TWO GROUP FLIGHTS TO U.S. FOOD PROCESSING AND PACKAGING EQUIPMENT SHOWS IN EUROPE AND/OR U.S.

1.4 ENERGY SYSTEMS

PROMOTION OF TRADE CENTER SHOWS IN EUROPE AND OFFSHORE TECHNOLOGY CONFERENCE. ALSO ONE AMERICAN BUSINESS DEVELOPMENT DAY.

1.5 BIDS ON MAJOR PROJECTS

SAME AS FY 76 CCP.

1.6 REVERSE DIRECT INVESTMENT

SAME AS FY 76 CCP

1.7 REVERSE PORTFOLIO INVESTMENT

SAME AS FY 76 CCP.

1.8 VISIT USA

TWO MAJOR VISIT USA TOURIST TRAVEL PROMOTION EVENTS, TWO TRAVEL WRITERS GROUPS TO U.S., PUBLICATION OF FOUR ARTICLES ON TOURIST TRAVEL TO U.S. AND MAINTENANCE OF STEADY FLOW OF UNCLASSIFIED

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VISIT USA INFORMATION TO DUTCHTOUR OPERATORS.

1.9 CONSUMER GOODS

SEVEN TOP SOLICITATIONS, ONE MARKET STUDY, ONE AMERICAN BUSINESS DEVELOPMENT DAY, AND PROMOTION OF NATIONAL HOUSEWARES SHOW.

2) OTHER PRIORITY PROJECTS

2.1 SECURITY EQUIPMENT

ONE AMERICAN BUSINESS DEVELOPMENT DAY AT DUTCH TRADE SHOW
SECURITY 77 IN UTRECHT AND PTO SOLICITATION CAMPAIGN.

2.2 ELECTRONIC COMPONENTS

ONE AMERICAN BUSINESS DEVELOPMENT DAY AT FAIREX 77
ELECTRONIC COMPONENTS SHOW IN AMSTERDAM, PTO SOLICITATION
CAMPAGIN AND SUPPORT OF TRADE CENTER COMPEONENTS SHOWS.

SECTION III

SAME AS FY 76 CCP.

SECTION IV

SUMMARY OF RESOURCE ALLOCATION TRANSMITTED AS AIRGRAM A-30
DATED FEBRUARY 4, 1975.

CAMPAIGN WORKSHEET ONE: COMPUTERS/BUSINESS EQUIPMENT & SYSTEMS

CAMPAIGN MANAGER: AMSTERDAM

CAMPAIGN STATEMENT

THIS CAMPAIGN IS CONTINUATION OF COMPUTERS AND RELATED EQUIPMENT
CAMPAIGN OF FY 76 WITH ADDITION OF TARGET INDUSTRY GROUPING
BUSINESS EQUIPMENT AND SYSTEMS. WHILE COMPUTER THEME WILL HAVE
BEEN ACTIVELY PROMOTED IN THE NETHERLANDS FOR SOME SIX YEARS,
IT SHOULD CONTINUE TO BE VIABLE BECAUSE OF EXPECTED GROWTH OF
MARKET, ESPECIALLY FOR DATA COMMUNICATIONS AND MINI-COMPUTERS,
AND DEMONSTRATED RESPONSIVENESS OF DUTCH END USERS AND INTER-
MEDIARIES TO OUR PROMOTIONAL EFFORTS. U.S. EXPORTS OF THESE
PRODUCTS TO NETHERLANDS SHOULD REACH \$100 MILLION BY CY
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76, A GROWTH WHICH WOULD JUSTIFY FUTHER PROMOTIONAL STIMULUS
THAT COULD ACHIEVE A HIGH VALUE EXPORT RETURN. AS BUSINESS
EQUIPMENT THEME DOES NOT APPEAR TO OFFER SUFFICIENT PROMISE TO
JUSTIFY FULL CAMPAIGN TREATMENT IT WILL BE COMBINED WITH THE
COMPUTER THEME AS THE TARGET AUDIENCES FOR BOTH ARE OFTEN THE
SAME. MAJOR DUTCH EXHIBITION IN THIS FIELD, THE EFFICIENCY FAIR,
WILL BE HELD IN OCTOBER 76. OFFICIAL USG PARTICIPATION IN THE SHOW IS
RECOMMENDED. LONG RAGE GOAL IS PRESERVATIONOF EXISTING U.S.
MARKET SHARE AND INCREASE IN U.S. EXPORTS TO THE NETHERLANDS BY
10 PCT.

CAMPAIGN OBJECTIVES

ACHIEVE MARKET PENETRATION FOR 10 NTM FIRMS (OR FOR ALL PARTICIPANTS
IN A U.S. EXHIBIT AT EFFICIENCY FAIR SEEKING REPRESENTATION.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 101437Z FEB 75

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 5196

INFO AMEMBASSY BRUSSELS

UNCLAS SECTION 2 OF 4 THE HAGUE 0651

ENCOURAGE GON TO CONTINUE NON-DISCRIMINATORY PROCUREMENT OF
COMPUTER HARDWARE.

ENCOURAGE DUTCH BUYER ATTENDANCE AT U.S. COMPUTER/BUSINESS EQUIP-
MENT TRADE EVENTS IN EUROPE AND U. S.

ACTION CALENDAR

BY SEPTEMBER 30

1. ASSIST EXHIBIT MANAGER TO ORGANIZE AND MOUNT U.S. EXHIBIT AT
EFFICIENCY FAIR.

2. PLAN PROMOTION OF ATTENDANCE AT EXHIBIT WITH DMA AND
USIS.

3. UPDATE UNIVERSE LIST. DO UNIVERSE MAILING TO 1500/2000 FIRMS
AT END AUGUST.

4. PUBLICIZE U.S. PARTICIPATION IN EFFICIENCY FAIR THROUGH
APPROPRIATE MEDIA WITH USIS ASSISTANCE.

5. MAKE PERSONAL CALLS ON 20/30 KEY PROSPECTS IN USPPORT OF U.S.
EXHIBIT.

6. BEGIN PREPARATION OF CERP REPORT 0568-BUSINESS MACHINES.

BY DECEMBER 31

1. SUPPORT U.S. EXHIBIT AT EFFICIENCY FAIR

2. COMPLETE AND SUBMIT CERP REPORT 0568.

BY MARCH 31

1. PROMOTE ATTENDANCE AT A U.S. TRADE CENTER SHOW OR FAIR.

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BY JUNE 30

1. PROMOTE ATTENDANCE AT A U.S. TRADE CENTER SHOW OR FAIR.

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
FSO	50
FSL PROF	90
FSS FSL CLERICAL	50
FINANCIAL	
TRAVEL	\$500
REPRESENTATION	\$500
PRINTING & MAILING	\$1,000
TELEPHONE	\$500

FOREGOING ASSUMES THAT MOST DIRECT PROMOTIONAL COSTS IN SUPPORT OF A U.S. EXHIBIT AT EFFICIENCY FAIR WOULD BE BORNE BY COMMERCE.

CAMPAIGN WORKSHEET TWO: ENVIROMENTAL CONTROL INSTRUMENTATION & EQUIPMENT

CAMPAIGN MANAGER: ROTTERDAM

CAMPAIGN STATEMENT

SAME AS FOR FY 76 CCP.

CAMPAIGN OBJECTIVE

ACHIEVE MARKET PENETRATION FOR 20 NTMS.

ACTION CALENDAR

BY SEPTEMBER 30

CONDUCT USDOC CATALOG SHOW OR EMBASSY AMERICAN BUSINESS DEVELOPMENT DAY AT AQUATECH 76, SEPTEMBER 1976, AMSTERDAM.

BY DECEMBER 31

1. CONDUCT USDOC CATALOG SHOW OR AMERICAN BUSINESS DEVELOPMENT DAY AT MACHEVO-MILIEU TRADE SHOW, UTRECHT, OCTOBER 1976.

2. ORGANIZE GROUP FLIGHT TO U.S. TO WATER POLLUTION CONTROL FEDERATION EXPOSITION OR INTERNATIONAL POLLUTION ENGINEERING SHOW.

BY JUNE 30

1. ORGANIZE GROUP FLIGHT TO U.S. TO AIR POLLUTION CONTROL ASSOCIATION EXHIBITION OR INTERNATIONAL WASTE EQUIPMENT AND TECHNOLOGY EXHIBITION.

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2. GROUP FLIGHTS WHEN APPROPRIATE AND FEASIBLE TO U.S. TRADE CENTER SHOWS IN PARIS, FRANKFURT AND/OR LONDON.

MISSION RESOURCES REQUIRED:

PERSONNEL	PERSON DAYS
FSO	20
FSL PROFESSIONAL	60
FSS/FSL CLERICAL	30
FINANCIAL	
TRAVEL	\$400
REPRESENTATION	\$300
PRINTING & MAILING	\$300

CAMPAIGN WORKSHEET THREE: FOOD PROCESSING & PACKAGING EQUIPMENT

CAMPAIGN MANAGER: ROTTERDAM

CAMPAIGN STATEMENT

SAME AS FOR FY 76 CCP

CAMPAIGN OBJECTIVE

ACHIEVE MARKET PENETRATION FOR 20 NTM'S.

ACTION CALENDAR

BY DECEMBER 31

1. CONDUCT USDOC CATALOG SHOW OR AMERICAN BUSINESS DEVELOPMENT DAY AT MACHEVO-MILIEU TRADE SHOW, UTRECHT, OCTOBER 1976.

2. ORGANIZE GROUP FLIGHT TO PACKAGING/CONVERTING MACHINERY SHOW 76 IN U.S.

BY MARCH 31

ORGANIZE GROUP FLIGHT TO NATIONAL EXPOSITION FOR FOOD PROCESSORS.

THERE PRESUMABLY WILL BE AT LEAST ONE EXHIBITION AT A NEARBY U.S. TRADE CENTER (PARIS, FRANKFURT OR LONDON) TO WHICH A GROUP FLIGHT MAY BE ORGANIZED. ALSO RECOMMENDED IS USDOC CONSIDERATION FOR SENDING A FPP TRADE MISSION TO NETHERLANDS DURING FY 77.

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
FSO	20
FSL PROFESSIONAL	60
FSS/FSL CLERICAL	30

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FINANCIAL

TRAVEL	\$400
REPRESENTATION	\$300
PRINTING & MAILING	\$300

CAMPAIGN WORKSHEET FOUR: ENERGY SYSTEMS

CAMPAIGN MANAGER: THE HAGUE

CAMPAIGN STATEMENT

WE CAN ASSUME HEAVY DUTCH INVESTMENT IN FIELD OF ENERGY SYSTEMS

WILL CONTINUE IN FY 77, PROVIDING GOOD OPPORTUNITIES FOR U.S. INDUSTRY. THIS WILL BE TRUE PARTICULARLY IN AREAS OF OIL AND GAS EXPLORATION AND PRODUCTION EQUIPMENT AND NUCLEAR POWER GENERATION.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 101437Z FEB 75

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 5197

INFO AMEMBASSY BRUSSELS

UNCLAS SECTION 3 OF 4 THE HAGUE 0651

LONG RANGE GOAL SAME AS IN FY 76 CCP.

CAMPAIGN OBJECTIVE

SAME AS FY 76 CCP.

ACTION CALENDEAR

EVERY QUARTER AS APPROPRIATE

PROMOTE U.S. TRADE CENTER ENERGY SYSTEMS SHOWS IN EUROPE.

BY DECEMBER 31

CONDUCT AMERICAN BUSINESS DEVELOPMENT DAYS AT ELEKTROTECHNIEK TRADE

FAIR JAARBEURS, UTRECHT, SEPTEMBER/OCTOBER 1976, AND AT TRADE FAIR

FOR DRIVE UNITS, TRANSMISSIONS, HYDRAULIC AND PNEUMATIC

EQUIPMENT.

BY JUNE 30

PROMOTE TUDH ATTENDANCE AT OFFSHORE TECHNOLOGY CONFERENCE (

OTC), HOUSTON, TEXAS.

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
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FSO	10
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FSL PROF	20
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FSS/FSL CLERICAL	10
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FINANCIAL

TRAVEL	\$300
REPRESENTATION	300
UNCLASSIFIED	

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PRINTING & MAILING 250

CAMPAIGN WORKSHEET FIVE: MAJOR PROJECTS

CAMAPGIN MANAGER: THE HAGUE

CAMPAIGN STATEMENT

WE EXPECT HEAVY INVESTMENT INCOMING YEARS ON PUBLIC SECTOR FOR POWER GENERATION EQUIPMENT, TRANSPORTATION AND ENVIRONMENTAL PROJECTION. THESE PLANS SHOULD PROVIDE EXCELLENT OPPORTUNITIES FOR SALES 7S. GOODS AND SERVICES.

SECOND PARAGRAPH SAME AS FY 76 CCP.

CAMPAIGN OBJECTIVE

SAME AS FY 76 CCP.

ACTION CALENDAR

BY SEPTEMBER 30 AND SUBSEQUENT QUARTERS

1. REPORT ON MAJOR PROJECTS AS APPROPRIATE. INSURE FULL COVERAGE OF POSSIBLE SOURCES OF INFO ON UPCOMING PROJECTS, E.G. NEWS-PAPERS, GON AGENCIES, CONTRACTORS AND ENGINEERING FIRMS.

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
FSL	25
FSL PROF	25
FSS/FSL CLERICAL	25

FINANCIAL

TRAVEL	\$400
REPRESENTATION	500
PRINTING & MAILING	250
OTHER	250

CAMPAIGN WORKSHEET SIX: REVERSE DIRECT INVESTMENT

CAMPAIGN MANAGER: THE HAGUE

CAMPAIGN STATEMENT AND OBJECTIVE

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SAME AS FY 76 CCP.

ACTION CALENDAR

EACH QUARTER

1. CONTRACTING AT LEAST ONE IMPORTANT DUTCH ECONOMIC/FINANCIAL WRITER TO TRY TO GET INVESTMENT ARTICLE PUBLISHED IN DUTCH MEDIA.

2. PUBLISHING ONE ARTICLE ON INVEST IN U.S. IN EMBASSY'S COMMERCIAL NEWSLETTER.

3. CONTACTING 7S. AND DUTCH BANKS IN THE NETHERLANDS REQUESTING THEIR CONTINUING SUPPORT IN PROMOTING INVESTMENT IN U.S.A.

4. CONTINUED LIAISON WITH STATE OFFICES IN EUROPE AND U.S. FOR INVEST IN U.S.A. PUBLICATIONS DISTRIBUTION PROGRAM.

AS APPROPRIATE

1. SUPPORT INDIVIDUAL STATE INVESTMENT MISSIONS.

2. MAIL PUBLICATIONS ON INVEST IN U.S. TO POTENTIAL DUTCH INVESTORS AND INVESTMENT BANKERS.

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
FSO	12
FSL PROF	18
FSS/FSL CLERICAL	20

FINANCIAL

LOCAL TRAVEL	\$200
REPRESENTATION	150
PRINTING AND MAILING	150
CONTRACT SERVICES	-

CAMPAIGN WORKSHEET SEVEN: REVERSE PROTFOLIO INVESTMENT

CAMAPGIN MANAGER: THE HAGUE

CAMPAIGN STATEMENT, OBJECTIVE AND ACTION CALENDER

SAME AS FY 76 CCP.

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
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FSL	16
FSL PROF	12
FSS/FSL CLERICAL	5

FINANCIAL

LOCAL TRAVEL \$300
REPRESENTATION 300
PRINTING & MAILING 150

CAMPAIGN WORKSHEET EIGHT: VISIT USA
CAMPAIGN MANAGER: THE HAGUE

CAMPAIGN STATMENT

LIVING IN A COLD, WET AND OVERCROWDED COUNTRY, THE DUTCH ARE AMONG EUROPE'S MOST DETERMINED VACATION GOERS. WEATHER PROVIDES INCENTIVE AND A FOUR WEEKS ANNUAL VACATION AND VACATION BONUS SYSTEM, PLUS A STRONG CURRENCY, PROVIDE MEANS FOR DUTCH TO SEEK OUT NEW VACATION DESTINATIONS. WITH TRAVEL COSTS IN U.S.A. RELATIVELY INEXPENSIVE FOR THEM, WE BELIEVE THERE ARE EXCELLENT PROSPECTS FOR PROMOTING DUTCH TRAVEL TO U.S.

CAMPAIGN OBJECTIVE
ACHIEVE TOTAL OF 90,000 DUTCH TRAVELLERS TO U.S.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W
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R 101437Z FEB 75
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 5198
INFO AMEMBASSY BRUSSELS

UNCLAS SECTION 4 OF 4 THE HAGUE 0651

ACTION CALENDAR
BY SEPTEMBER 30

1. MEET WITH MEMBERS OF VISIT AMERICA FOUNDATION TO PLAN TWO VISIT USA TOURIST TRAVEL PROMOTION EVENTS.

2. PLAN THEME AND MEMBERSHIP OF TWO TRAVEL WRITERS GROUPS TO TOUR U.S. UNDER CAB WAIVERS.

BY DECEMBER 31
1. HOLD ONE VISIT USA TOURIST TRAVEL PROMOTION EVENT.

2. SEND ONE GROUP TRAVEL WRITERS TO U.S.

3. OBTAIN PUBLICATION OF TWO ARTICLES ON TOURIST TRAVEL TO U.S.

BY MARCH 31

SAME AS PREVIOUS QUARTER.

BY JUNE 30

OBTAIN PUBLICATION OF TWO ARTICLES ON TOURIST TRAVEL TO U.S.

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
FSO	75
FSL PROF.	90
FSS/FSL CLERICAL	135
FINANCIAL	
LOCAL TRAVEL	\$650
REPRESENTATION	\$450
PRINTING & MAILING	\$300
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CONTRACT SERVICES \$11,000

CAMPAIGN WORKSHEET NINE: CONSUMER GOODS

CAMPAIGN MANAGER: AMSTERDAM

CAMPAIGN STATEMENT

U.S. EXPORTS OF CONSUMER GOODS TO NETHERLANDS REACHED \$153 MILLION IN CY 73-AN INCREASE OF 80 PERCENT OVER 1972. WHILE COMPARABLE CY 74 DATA ARE NOT YET AVAILABLE, WEAKNESS OF DOLLAR VERSUS THE GUILDER DURING THE PERIOD SUGGESTS THAT U.S. GOODS REMAINED COMPETITIVELY PRICED AND THAT NEW GAINS MAY HAVE BEEN ACHIEVED, EMBASSY SURVEY IN LATE CY 74 (HAGUE A-214) IDENTIFIED CERTAIN LINES AS HAVING GOOD U.S. EXPORT POTENTIAL, ALTHOUGH THE REPORT ALSO EMPHASIZED THE STRONG COMPETITION OFFERED BY EUROPEAN AND OTHER SUPPLIERS.

THE OUTLOOK FOR CONTINUED STRENGTHENING OF DUTCH CONSUMER PURCHASING POWER IS THE BASIS FOR THIS CAMPAIGN. DATA WOULD BE ANALYSED AND MARKET SOUNDINGS TAKEN TO IDENTIFY PRODUCT GROUPINGS WITH POTENTIAL AND WHICH APPEARED RESPONSIVE TO OUR PROMOTIONAL TECHNIQUES. MAJOR EMPHASIS WOULD BE GIVEN TO IDENTIFYING THE UNIVERSES OF PROSPECTIVE DISTRIBUTORS AND BUYERS AND TO GENERATING TRADE OPPORTUNITIES, BASED PARTLY ON PRELIMINARY WORK DONE ON THIS THEME IN FY 76. FOR GREATER CAMPAIGN SCOPE, A PARALLEL EFFORT WOULD BE MADE TO IDENTIFY AND DEVELOP SALES OPPORTUNITIES FOR EQUIPMENT, COMPONENTS AND MATERIALS FOR THE CONSUMER GOODS INDUSTRIES IN THE NETHERLANDS.

THE SHORT RANGE GOAL IS TO INCREASE THE NUMBER OF IMPORTERS OF U.S. CONSUMERS GOODS, LEADING IN THE LONGER TERM TO A

SUBSTANTIAL INCREASE IN U.S. SALES.

CAMPAIGN OBJECTIVES

ACHIEVE MARKET PENETRATION FOR 20 NTM FIRMS.

ENCOURAGE DUTCH BUYER ATTENDANCE AT U.S. CONSUMER GOODS TRADE
EVENTS IN EUROPE AND U.S.

ACTION CALENDAR

BY SEPTEMBER 30

1. COMPLETE IDENTIFICATION OF PRODUCT GROUPINGS OFFERING BEST
SALES PROSPECTS.

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2. PREPARE UNIVERSE LISTS FOR THESE GROUPINGS.

3. DO TOP SOLICITATIONS AT AUTUMN CONSUMERS FAIR,
FURNITURE FAIR AND SOFT FURNISHING EXHIBITION (ALL IN
SEPTEMBER AT JAARBEURS, UTRECHT).

BY DECEMBER 31

1. DO TOP SOLICITATION AT GARDEN & PARK EXHIBITION (OCTOBER AT
JAARBEURS, UTRECHT).

2. DO UNIVERSE MAILING TO PROMOTE ATTENDANCE AT NATIONAL
HOUSEWARES EXPOSITION (NHE), CHICAGO IN JANUARY.

3. MAKE PERSONAL CALLS ON 20/30 KEY PROSPECTS IN SUPPORT OF NHE.

4. PUBLICIZE NHE THROUGH APPROPRIATE MEDIA WITH USIS ASSISTANCE.

BY MARCH 31

1. TOP SOLICITATION AT DO-IT-YOURSELF SHOW (JANUARY AT
JAARBEURS, UTRECHT).

2. MOUNT FOREIGN BUYERS GROUP VISIT TO NHE, IF FEASIBLE.

3. DO TOP SOLICITATION AT SPRING (CONSUMERS) FAIR (MARCH
AT JAARBEURS, UTRECHT).

4. TOP SOLICITATION AT BOAT SHOW (MARCH AT RAI, AMSTERDAM).

5. AMERICAN BUSINESS DEVELOPMENT DAY AT HOUSEHOLD FAIR (APRIL
AT RAI, AMSTERDAM).

MISSION RESOURCES REQUIRED

PERSONNEL	PERSON DAYS
FSL	25
FSL PROF	70
FSS/FSL CLERICAL	25

FINANCIAL

TRAVEL	\$500
REPRESENTATION	\$500
PRINTING & MAILING	\$1,000

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TELEPHONE	\$250
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APPENDIX

SAME AS FOR FY 76 CCP.

(PLEASE NOTE THAT THIS DRAFT WAS COMPLETED PRIOR ORR-VOORHEES
TELECON FEBRUARY 6 DURING WHICH WE CONCURRED USDOC PROPOSALS
FOR SHIFTING CAMPAIGNS 6 AND 7 TO "OTHER ACTIVITIES" AND AGREED
THAT THESE AND CERTAIN OTHER CHANGES WOULD BE MADE IN USDOC
AFTER RECEIPT THIS CABLE.)
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Message Attributes

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Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975THEHA00651
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750048-0045
From: THE HAGUE
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1975/newtext/t19750256/aaaabycz.tel
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Original Classification: UNCLASSIFIED
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Margaret P. Grafeld
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05 JUL 2006

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TAGS: BEXP, NL
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006